

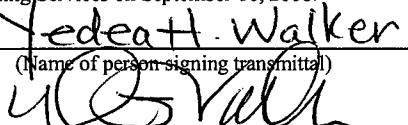
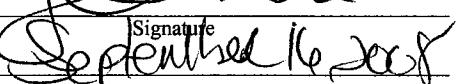
**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant : Susumu Nakagawa  
Serial No. : 09/878,581  
Filed : June 11, 2001  
For : IMAGE CONTENT AND ADVERTISEMENT DATA  
PROVIDING METHOD, SYSTEM, AND APPARATUS (AS  
AMENDED)  
Examiner : Sheleheda, James R.  
Art Unit : 2623  
Confirmation No. : 2762

745 Fifth Avenue  
New York, NY 10151  
(212) 588-0800

**CERTIFICATE OF ELECTRONIC FILING**

I hereby certify that this correspondence is being transmitted via  
Electronic Filing Services on September 16, 2008.

  
(Name of person signing transmittal)  
  
Signature  
  
Date of Signature

**AMENDMENT UNDER 37 C.F.R. § 1.116**

Mail Stop AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**September 16, 2008**

Dear Sir:

This amendment responds to the Office Action dated July 17, 2008 (Paper No. 20080710). Please amend the above noted application as follows: